

TERMS OF REFERENCE FOR TEMPORARY APPOINTMENT

Job Title	: PSFR Officer (Value Maximization and Donor Care)	Duty Station	: Jakarta
Level	: NO-A	Section	: PFP
Duration (maximum 364 days)	: 364 days	Reports to	: Donor Relations Specialist (NO-C)
Estimated start date	: February 2024		

ORGANIZATIONAL CONTEXT AND PURPOSE FOR THE JOB

UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children. To save their lives. To defend their rights. To help them fulfil their potential. The fundamental mission of UNICEF is to promote the rights of every child, everywhere, in everything the organization does — in programs, in advocacy and in operations.

The PSFR Officer (Value Max and Donor Care) is part of the private sector fundraising department and plays a critical role in supporting individual giving growth strategies and operations. This position is based in Indonesia country office and reports to the Fundraising Specialist (Supporter Experience), which is at NOC level.

UNICEF Indonesia's increasing number of individual donors requires a more focused approach to increase retention, fulfilment and value of our existing donors, but also to manage dropouts and cancellations in a proactive way and seek opportunities to re-engage with them at the right moment. UNICEF Indonesia is therefore looking for a multi-talented professional, who will be responsible to maximize retention and satisfaction of active donors through the implementation of a Omnichannel Donor Care strategy that ensures that donors receive a friendly, professional, and consistent high-quality service, that will impact the retention and value maximization results. The incumbent will also be responsible to implement the value maximization and saving strategies to maximize pledge income and minimize cancellations. This includes supervising the in-house donor care team, selecting suitable external service providers, and driving innovation to use new channels of communication (WhatsApp, chatbot, etc). This role will work in a close collaboration with colleagues in different teams and reporting lines: individual fundraising acquisition and marketing team and specifically the donor journey officer, digital team, donor content assistant, and communications colleagues.

We are looking for a proactive teamworker, both in working with colleagues across departments and reporting lines, as well as managing his/her own team, with excellent analytical skills, and talent for managing external service providers and agencies to deliver quality results. S/he will have strong communication skills, while being financially literate and able to manage budgets, and a structured way of working to manage multiple projects in an organized manner.

KEY FUNCTION, ACCOUNTABILITIES AND RELATED DUTIES/TASKS

1. Develop and implement a multi-channel donor care approach to increase donor retention and satisfaction (voice, email, WhatsApp, etc)
 - Map current available channels and potential new channels to include in the communication and work towards implementation together with Donor Journeys officer and Digital Comms colleagues.
 - Design, build and optimize donor service that meets donor needs and customer experience metrics from efficiency and empathy perspectives (average resolution time, first contact resolution, donor satisfaction, etc)
 - Provide guidance regarding workflow management and quality assurance (QC) of interactions.
 - Work closely with the donation processing and business intelligence teams always looking for ways to improve the processes and results.

2. Manage and implement Donor Care, Value Maximization and Saving campaigns
 - Provide annual work plan and monitor budget for the Value Maximization and Saving activities which include upgrade and/or one-time gift from pledge, on-hold (saving) campaigns.

- Manage internal or external contact center teams to meet the target and always look to optimize the campaigns.
- Define KPIs, build accurate reports and present results regularly to senior management and the wider team along with recommendations and actions to take.
- Build a close relationship with all stakeholders, especially agencies, to ensure a smooth and organized operation.
- Organize bi-weekly / monthly meetings with internal or external stakeholders to ensure on-going commitment on the deliverables.
- Develop scripts and other communication content together with the Donor Content Assistant and the Donor Journey Officer.
- Become proficient in the use of the systems related to the functions. Maintain or set up tracking and reporting in the CRM (Salesforce) and ensure any external service providers are connected/integrated with support from the local/regional business intelligence colleagues.

3. Manage In-House Donor Care Team

- Manage and motivate the team.
- Set KPIs, monitor and manage performance.
- Ensure relevant capacity and expertise is available by providing regular training.

4. Lead efficient and timely contract procurement and invoicing processes.

- Manage budget to ensure funding is available.
- Identify potential service providers, manage procurement processes and select the best fit.
- Ensure that all contracts are kept up to date in the VISION system and all invoices are processed and paid on time.
- Ensure that all UNICEF procedures are always followed.

RECRUITMENT QUALIFICATIONS

Education:

A university degree in one of the following fields is required: Marketing, Communication, Business Administration, or related field.

Work experience:

- A minimum of one (1) year of relevant professional experience in Customer Service/ Contract center management
- Experience in managing a call center as a supervisor or manager is mandatory
- Experience in managing Omnichannel Contact Centre is desirable
- Team Work across teams, within team, and supervision/team management of own team is required.
- Experience in project management & management of external vendors and service providers
- Financial literacy

Language proficiency:

Excellent communication skills in English and Bahasa Indonesia are required